

Diversity at Mueller

M/WBE
Participation and Outreach

Mueller Commission
April 11, 2017

The Mueller Vision

- Community goals for Mueller include:
 - East Austin revitalization
 - Economic activity and opportunity
 - A diverse and inclusive community
- Drivers for success include high levels of participation by local and M/WBE businesses
- M/WBE business efforts coordinate with overall community diversity efforts

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Mueller Master Development Agreement 2004 M/WBE Resolution

Catellus as Master Developer agrees to use good-faith efforts to:

- Encourage and maximize opportunities for M/WBEs in design and construction
- Encourage M/WBE participation as Mueller retail/commercial tenants and investors
- Encourage new employment opportunities for Mueller-area neighbors and that hiring be reflective of community diversity

Catellus Goals

- Strive for maximum participation by M/WBE contractors
- Create conditions for M/WBE investors and tenants to succeed
- Collaborate with employers to enhance diversity at Mueller
- Continue to work with community stakeholders

Mueller Outreach Plan

- Phase I: Contracting
- Phase II: Tenants and Investors
- Phase III: Employment

Objectives as outlined in City Council M/WBE Resolution

Action plan developed by Catellus and its partners with City of Austin oversight.

Master Developer Projects

Catellus acquires land and contracts for:

Infrastructure

- Roads
- Utilities
- Water Quality Ponds
- Residential lots
- Commercial parcels

Parks and amenities

- Trails
- Irrigation
- Park Structures
- Picnic Areas
- Playgrounds



Residential lots & commercial sites are sold to Third Party Developers

Master Developer Policy

Catellus policy for Master Developer projects :

- Contractors must meet specified goals for M/WBE participation OR demonstrate good faith effort
- M/WBE participation plays significant role in evaluation of proposals
- Catellus works with prime contractors to increase M/WBE participation
- Policy includes provisions for monitoring compliance over life of contract

Master Developer Procedures

Catellus Procedures for Master Developer Projects:

- Catellus delivers bid documents to:
 - City of Austin SMBR Department for distribution to city plan room
 - Other area plan rooms:
 - US Hispanic Contractors Association de Austin
 - Austin Black Contractors Association
 - Austin United Metropolitan Black Contractors' Association
 - Asian Construction Trades Association
- Contractors advertise and notify M/WBEs of subcontracting opportunities
- Prime contractors must document good-faith efforts before Catellus will execute contract

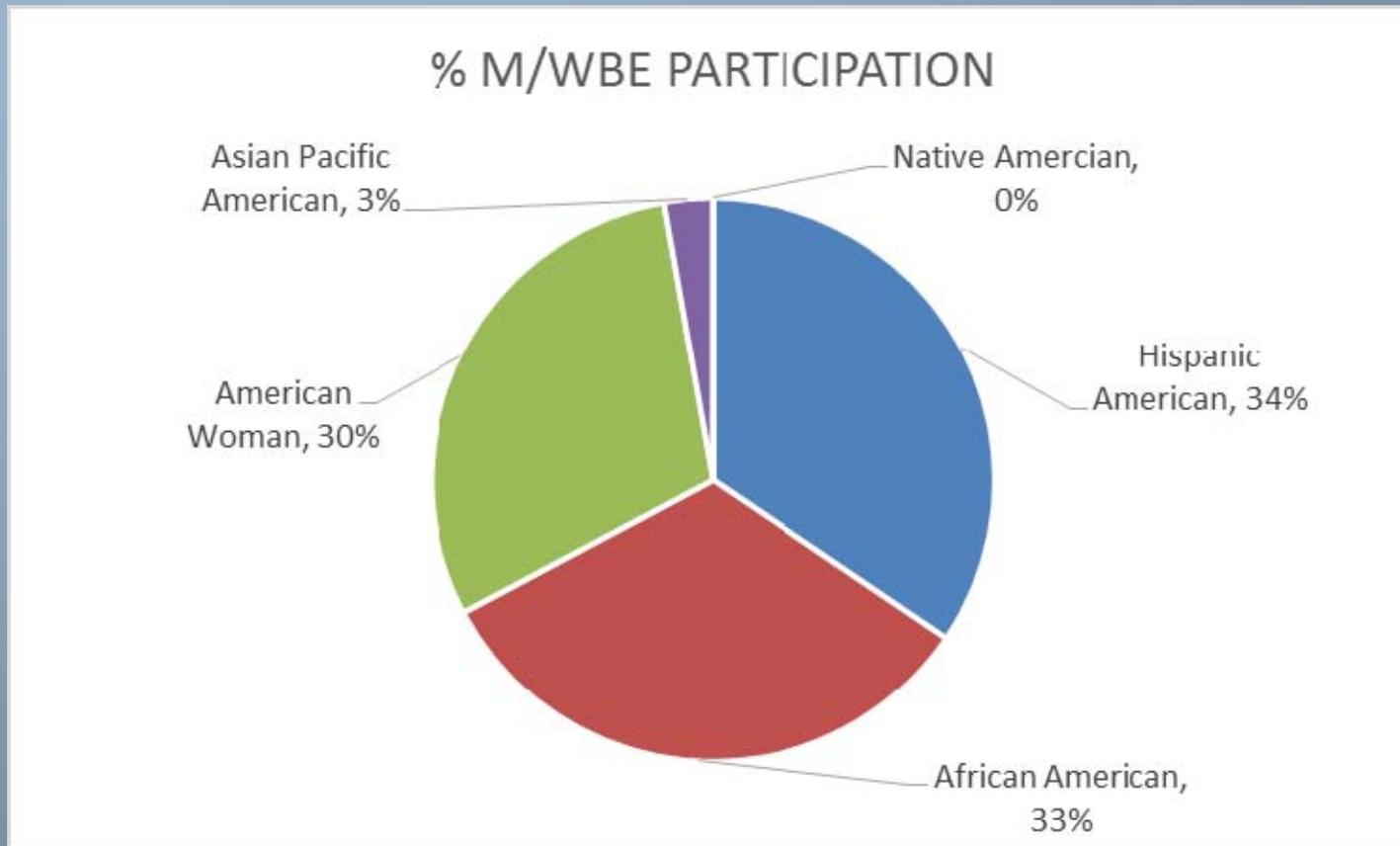
Master Developer Results

Through November 30, 2016

- M/WBE contracts:
 - \$35.439 million — 26.12%
- Dollars paid to M/WBEs:
 - \$33.798 million
- Number of M/WBEs:
 - 79 businesses



Master Developer Results



TOTAL Contracts paid thru 11/30/16: \$33,797,600

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Future Development:



Next residential & commercial phases:

- Earthwork
- Utilities
- Roads
- Landscaping
- Parks

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Third Party Policy

- Other owners contracting projects at Mueller are encouraged to maximize M/WBE participation for example:
 - Homebuilders and Multi-family Developers
 - Institutional users like Seton's Dell Children's Hospital
 - Civic users like AISD Performing Arts Center



- POA manager to demonstrate good-faith effort to contract with M/WBEs for services.

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Third Party Procedures

- **Private and third-party projects encouraged to comply with Master Development Agreement requirements.**
- **As a “third-party” vertical developer, Catellus practices:**
 - Prime contractors invited to bid based on capabilities and past performance.
 - Bids required to include M/WBE participation percentage; important part of evaluation criteria
 - Contractors have flexibility on how they solicit M/WBEs
 - Direct solicitation, advertising, plan rooms (similar to MDA process)
 - Catellus provides support to help subcontractors get certified
- **Catellus “third party” vertical developer projects:**
 - Cinema Building
 - **Shell construction 19% M/WBE contracts**
 - **Professional services 2% M/WBE contracts**
 - Diamond Building
 - **Shell construction 22% M/WBE contracts**
 - **Professional services 47% M/WBE contracts**

Tenants and Investors

- **Small Business Diversity Program**
 - Marketing and outreach effort focused on local and M/WBE businesses
 - Implemented for retail centers
 - To be implemented in each retail/commercial development phase



Small Business Diversity Program

- Identifies prime opportunities (locations, sizes, terms) and uses for each phase
- Targets and recruits prospects in community
- Consulting and assistance for prospects
 - Specialist brokers
 - Community resources for business/financial planning
 - M/WBE certification



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Small Business Diversity: Homebuilders

- Catellus identified specific home types like Garden Court homes and Custom Homes as prime opportunity to include small local builders sending out more than 100 RFPs
 - Saldana Homes
 - The Muskin Company
 - Wes Peoples Homes
 - Centerra Homes
- Affordable Multi-family RFP included diverse builders
 - DMA Development, LLC an M/WBE selected for two projects
- Process is repeated for new products in future sections

Small Business Diversity: Retail

- Local / minority-owned businesses locating at Mueller include:

- Fashionique
- Xian Sushi
- Torchy's
- Gino's Vino
- Tiff's Treats
- Brikham Yoga
- Kyoten Sushiko
- Simplifiers
- Paloma
- Mosaic Market
- TrainLifeFit
- R. Todd Fisher Barber Shop
- Bribery Bakery
- Haute European Salon
- Toy Dojo
- J.T. Youngblood's
- B.B. Riley's Irish Pub



- Future Opportunities & Marketing plans:

- Continued and expanded outreach to M/WBEs
- MDA requires good-faith efforts to recruit 30% locally owned businesses for Town Center

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Employment

- Catellus aims to attract employers with diverse job offerings to locate at Mueller
 - Estimated 5,000 people now work at Mueller
- Catellus aims to collaborate with major employers sharing diverse hiring strategies.
 - Promotion of hiring activity - to surrounding neighborhoods
 - Web page with direct link to Mueller employers

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Search

ABOUT THE PLAN HOMES RETAIL COMMERCIAL THINKING GREEN NEWS MAP the JOURNAL

About History Austin Catellus FAQs Employers

Work at Mueller

Mueller has become one of Austin's high profile employment centers, thanks to its central location, to major roadways and public transit, parks with trails and a number of after-work entertainment options. A variety of businesses, from health care to restaurants and retail to services, with a broad range of opportunities. To learn about opportunities at participating employers at Mueller, simply click on the name of the business.

A - C

- Austin Dental Smiles
- Austin ISD Performing Arts Center
- Austin Film Society
- Austin Pediatric Surgery
- B.D. Riley's
- Bed Bath & Beyond
- Best Buy
- Bikram Yoga East Austin
- Bribery Bakery
- Chair King, The
- Children's Place, The

F - L

- Frost Bank
- Gino's Vino
- Gravy ATX
- Great Nails
- H-E-B
- Haial Corner
- Halcyon
- Home Depot, The
- J.T. Youngblood's
- Kyoten Sushiko
- L'oca D'Oro

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Community Outreach

Outreach efforts encourage diversity of Mueller contractors, business owners, employees and residents through:

- Presentations to community groups
- Participation in community events
- Events hosted by Catellus – including Contractor Fairs
- Direct outreach (one-on-one) with prospects and stakeholders
- Advertising/appearing in minority media
- Presentations to city boards and commissions



FORME PARTE DEL EQUIPO MUELLER.

¡EL TRABAJO DE CONSTRUCCIÓN ESTARÁ INCREMENTANDO EN MUELLER!

¿Quieres unirme a un gran equipo en esta empresa en crecimiento en el área de construcción en Mueller? Queremos contratar a personas como tú para Catellus. Abre tu mente para nuevas ideas, proyectos, experiencias de construcción, maneras de construcción, proyectos de negocios y de empresas (SMB), por sus propios negocios.

BÓNUS: Mueller Catellus - acciones en regalo de Mueller sólo para el personal de la oficina de Austin, San Antonio y México.

QUÉBUS: Mueller, El de los días.

HORA: de 9 a 5 PM.

PER QUÉ: Para aprender de la mano de los mejores para construcción especializados e involucrarse en construir comercial, industrial y de servicios públicos con Catellus y sus subcontratistas asociados.

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Community Outreach

- Community presentations and participation include:
 - PeopleFund and East Austin Economic Summit
 - BiGAustin
 - Hispanic Chamber of Commerce
 - Asian Chamber of Commerce
 - Austin Independent Business Alliance
 - KAZI-FM • NOKOA • La Prensa • ¡Ahora Sí!
 - Black MBA Network